

Evesham Town Plan Review 2023

Aims of the Plan

The aims of the plan are to:

- Provide a framework within which the town's priorities can be addressed under the guidance and coordination of a body involving the Town Council.
- Identify those projects and actions that will make the biggest impact on the town's future prosperity and well-being.
- Gain the support of businesses, service providers and residents in working towards all the plan goals.
- Provide a vehicle for periodic public consultation.

Headline desired outcomes:

1. A town to be proud of with a strong identity
2. A prosperous town that offers the things that people want
3. A town that promotes healthy communities and supports people's needs
4. A town that strives to improve its environmental impact, sustainability and appearance
5. A town that facilitates ease of access by all
6. A cohesive community that engages with people of all ages in the operation of the town.

Action to achieve the identified priority areas is the primary responsibility of Evesham Town Council. However, the Council will need to work with the County Council, the District Council and community organisations to achieve the actions. The column headed 'ACTION' identifies those organisations that need to be involved to bring about improvements. How the action areas might be implemented will be considered in detail following approval of the revised list of action areas for the town.

Updated Priority Areas for Action

Arts and Leisure

Community facilities	ACTION
Survey all existing community facilities to optimise their use.	
Support and promote Wallace House as a space for arts, activities and exhibitions	
Events	
Encourage and promote evening events all year round to attract people into the town	
Support the provision of a high-quality visitor centre about the Battle of Evesham	
Promote events to the community by better use of notice boards, social media	
Run a photograph competition Run an art competition	
Promote the availability of St Lawrence's for exhibitions/concerts/events.	
Run a comedy festival for a weekend.	
Eating out	
Encourage more bars, cafes, restaurants in the town and by the river, to develop the town's café culture	
Promote local produce for local people	

Community Support

Services	ACTION
Work with local organisations to improve rural transport links	
Work with appropriate funding bodies to provide a Wellbeing Centre.	
Introduce 'Help Your Neighbour' schemes	
Hospital services	
Support the continuation and expansion of the Community Hospital services	
Communication	
Improve communications between the Town Council and the community	
Use social media to inform and engage with the community	
Develop closer partnerships with schools and community groups	
Amenities	
Maintain and support volunteer teams to tackle local 'grot spots'	
Publicise the anti-litter strategy	
Support the anti-litter volunteers	
Promote 'Adopt a Street'.	

Environment

Appearance	ACTION
Encourage creative solutions to neglected sites	
Support the approach and proposals of the Wychavon District Council's Shop Front Guide	
Public spaces/location	
Create new connections between the parks and the town centre	
Reflect the quality of the parks within the town centre	
Nurture the green spaces – large and small – in and around the town	
Create new quiet spaces for sitting in the town	
Replace lost trees in the public highway	
Heritage	
Ensure preservation of old orchards and fruit species	
Celebrate the growing history and traditions in and around the town,	
Sustainability	
<p>Implement the Greening Evesham Framework, built on the achieving:</p> <ul style="list-style-type: none"> • A cleaner, healthier place for people to live and bring up families. • Low carbon sources of energy /transport, goods and services • Lowering emissions of carbon and other air pollutants, and reducing all energy usage. • Sourcing a high proportion of our food and non-renewable resources from the local area. • Maintaining the natural ecological balance. • Taking steps to minimize the harm we do to the environment including the carbon footprints we leave behind. • Reducing our use of Earth' s limited resources. • Living life, as an individual as well as a community, in a way that is friendly to the natural environmental and is sustainable for the earth. 	

Health and well-being

Health and emergency services	ACTION
Support for the Community Hospital is dealt with in the services section on Community Support	
Improving support services for people in their homes is dealt with in the services section on Community Support	
General public health	
Better publicity and promotion of local exercise and activity groups: see the communication section of Community Support	
Promotion of outdoor events like walking and cycling: see the communication section of Community Support	
Public behaviour and safety	
Better lighting of paths and public areas	
Strengthen the restrictions on drinking in the parks and streets and their enforcement	
Establish improved liaison between community and police	

Housing

Growth	ACTION
Empty premises and upper floors should be used for new homes	
Design	
New developments should be well designed for community living and access to the town	
Encouragement to be given to the adherence to Wychavon's Design Code for the town	

Local economy

Investment	ACTION
Provide incentives for new and existing local small businesses	
Retain and improve the Charter Market	
Spend	
Develop the 'Tourism' proposals to make Evesham a destination of choice	
Develop a local loyalty card scheme	
Growth	
Explore additional ways to help with the promotion of small local businesses	
Involve businesses in sharing the vision for Evesham Town Centre, as set out in the Prospectus	
Support the Prospectus proposals, to encourage investment in the Town Centre	

Tourism

Marketing	ACTION
Ensure that events are marketed to a wide audience, including use of social media	
Promote Evesham's attractions to boaters	
Heritage	
Support the creation of a Battle of Evesham visitor centre	
Expand the provision of guided tours of historic attractions	
Improve and raise the profile of the Almonry	
Events	
Develop Evesham's offering as a centre for events	
Develop agritourism	
Explore the potential for other tourist interests	
Amenities	
Create better links between Evesham Country Park/The Valley and Evesham town centre	
Seek to reduce anti-social behaviour in the town centre, parks and open space	
Improve the public realm in the town centre	

Town Centre

Town Centre	ACTION
Support the redevelopment of the Riverside Shopping Centre	
Encourage the design and implementation of a Park and Ride shuttle bus service into and around town	
Improve signage for walkers from the town centre to the villages	
Encourage the improvement of the appearance of properties within the town centre conservation area.	

Transport

Parking	ACTION
Encourage WCC/WDC to undertake a car parking survey to inform a review of the parking strategy for provision and charging	
Traffic	
Encourage WCC to implement a 20mph zone in the town, to make active travel safer.	
Encourage WCC to review the pedestrian crossings on High Street/Vine Street, to improve both traffic and pedestrian flow.	
Active Travel	
Promote a new bridge across the River Avon between Bengeworth and Common Road, for all walkers, cyclists, scooters.	
Establish a network of well signed cycle routes and footpaths, linking the town to the countryside, including safe crossings over the A46 to The Valley, at The Parks and at Knowle Hill .	
Establish safe cycle routes to the two secondary schools and Evesham College and work with the schools to promote active travel.	
Public Transport	
Encourage WCC to improve public transport, including a link to Cheltenham.	
Work with WCC/WDC to develop an integrated transport hub with integrated ticketing arrangements	
Work with WCC to improve timetable information.	

Young people

Activities	ACTION
Riverside redevelopment to include social spaces and facilities for families and young people	
Encourage and support more activities for young people	
Consult young people	
Work with school's student councils on the future of the town	
Encourage young people to attend town council meetings	
Involve young people in projects in the town	
Introduce annual Civic awards for young people	